Sponsor & Exhibitor Guide

Celebrating

10
YEARS

Houston IIA
10th Annual Conference
April 1, 2019 • NRG Center

HOUSTON IIA 10TH ANNUAL CONFERENCE
MONDAY, APRIL 1, 2019
NRG CENTER

The Houston Chapter of the Institute of Internal Auditors has a long history of providing quality continuing professional education to its members. That tradition continues with our 10th Annual Conference to be held on Monday, April 1, 2019, at the NRG Center. We invite your organization to participate as a sponsor as we celebrate a decade of the Annual Conference providing excellence in education, innovation and leadership to our members.

We expect another sell-out crowd of over 1,200 participants will attend our 2019 Annual Conference. The Conference program will include three general sessions and various concurrent sessions covering topics related to technical tips and techniques, fraud awareness, digital innovation, leadership enhancement, and hot topics. This event provides 8 CPE hours and breakfast, lunch, morning and afternoon networking breaks. To celebrate our Conference's 10th anniversary, we are planning a special post-Conference networking reception.

NRG Center's spacious exhibitor area provides open access to the attendees as they transition between Conference sessions and the designated areas for breakfast, breaks and the post-Conference networking reception. Sponsors will interact with members of Houston IIA Chapter, the second largest IIA Chapter in the country.

Last year we had over 30 sponsors at this marquee event. This Sponsor and Exhibitor Guide provides information on sponsorship levels and the related benefits, as well as important information about the exhibit booths and related materials handling. As a sponsor, you will have a booth with direct visibility to the Conference participants. Exhibitors will be provided scanning technology to electronically capture participant contact information.

The Platinum Plus sponsorship level offers priority booth selection and the greatest exposure by your firm. As a Platinum Plus sponsor, there are opportunities to sponsor the Conference registration, luncheon, breaks, networking reception, Conference app, back cover of the Conference program, volunteer shirts, or photo booth.

By sponsoring early, you will maximize your exposure in our pre-Conference promotion activities. *Remember that booth assignment priority and logo posting on the Conference website is based on date of payment receipt by sponsorship level.* Please refer to the sponsor and exhibitor checklist for key actions and due dates to assist with your Conference planning.

We look forward to partnering with you to make this 10th Anniversary event a great success!

Conference Chair	Sponsors Chair	Exhibitors Chair	Registration Chair
Deanna Sullivan	Larry Abston	Mark Ross	Wilson Van Tine
SullivanSolutions	*Anadarko Petroleum*	*Chevron Services Company*	*Phillips 66*
713-780-8308	832-636-7664	713-432-6758	832-765-1812
deannasullivan@sbcglobal.net	larry.abston@anadarko.com	rossmw@chevron.com	wilson.vantine@p66.com

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All Sponsors will receive the following benefits

- Booth space 10' X 10' with one electrical outlet
- One 8' folding table with white cloth skirt and two chairs (or bring your own booth/skirt)
- Pre-conference electronic listing of registered participants name and company information
- Badge scanner technology to capture participant information as they visit your booth

Sponsorship Levels	
Platinum Plus • Platinum level benefits plus signage and recognition for sponsoring the registration, luncheon, breaks, networking reception, Conference app, back cover of the Conference program, volunteer shirts, or photo booth • Priority selection of booth exhibit space over Platinum and Gold level sponsors	**$5,200**
Platinum • Priority selection of booth exhibit space above Gold Level Sponsors • Logo and naming in the Platinum Level section of the Conference program and in the Conference app • Recognition of your Platinum Level sponsorship at the General Sessions and luncheon • Full page color portrait advertisement for your organization in the Conference program • A 100-word description of your service or product with organization logo for inclusion in the Conference program • Your organization's logo on the Conference website • Four complimentary registrations to attend the 2019 Annual Conference ($1,600 value) for unrestricted use (e.g., non-members, guests, or clients)	**$4,200**
Gold • Logo and naming in the Gold Level section of the Conference program and in the Conference app • Recognition of your Gold Level sponsorship in the General Sessions • Your organization's logo on the Conference website • Two complimentary registrations to attend the 2019 Annual Conference ($800 value) for unrestricted use (e.g., non-members, guests, or clients)	**$2,500**

SPONSOR INFORMATION

Registration and Payment Information

Please use the link provided below to register online to be a Sponsor for the 2019 Annual Conference:

http://www.eiseverywhere.com/368411

Payment by credit card is highly preferred, as it is the quickest method for payment acknowledgment and to establish your priority for booth space selection.

To pay by check, please mail to:

Institute of Internal Auditors—Houston Chapter
P.O. Box 420317
Houston, Texas 77242-0317

Commitment/payment is due by February 15, 2019 to guarantee inclusion in the Conference program.

Logo

Please provide a color electronic file of your logo (*.jpg**, *.tif, or *.gif file formats not exceeding 150KB) and usage guidance for posting on the Conference app and website and inclusion in the Conference program. ***Provide your logo during sponsor registration or e-mail it to Wilson Van Tine.***

Please note that receipt of sponsor payment is required for logo posting on the Conference website.

Other Sponsorship Opportunities

As a Platinum Plus level sponsor, there are additional opportunities to be the sponsor of the Conference app, registration, breaks, luncheon, post-Conference networking reception, back cover of the Conference program, volunteer shirts, or photo booth. These are great ways to enhance your visibility to the Conference participants. After registering as a Platinum Plus level sponsor, you will be contacted by Wilson Van Tine to select your additional sponsorship opportunity.

To explore additional sponsorship opportunities and for other sponsor related questions, please contact Larry Abston.

EXHIBITOR LOGISTICS

Exhibitor Registration

All Conference attendees must register as either a **Conference participant** or as a **booth exhibitor**. Participant and booth exhibitor registration will open by January 7, 2019.

Upon receipt of your sponsorship payment, you will receive a link to register your complimentary Conference participants (two for Gold sponsorship and four for Platinum Plus and Platinum sponsorships) and a link to register your booth exhibitors.

- **Please register** your complimentary **Conference participants by March 1, 2019 at the following link:** *http://www.eiseverywhere.com/368414*

- **Booth exhibitors** are those who will man the booth and are not permitted to attend the Conference sessions. The **fee for booth exhibitors is $55 per person** for breakfast, box lunch, networking reception and parking. **Booth exhibitors (limited to five individuals) should use the provided link to register and pay by March 15, 2019** so we can plan for food and prepare badges and parking passes.

If you have any registration questions, please contact Wilson Van Tine.

Lead Retrieval Scanner

Lead retrieval technology will be provided for exhibitors to capture information about participants visiting their booth. Each booth will receive a handheld scanner for sponsors to electronically scan the bar code from participant name badges. The scanner functionality will allow for qualifying, note taking and custom surveys. During the Conference, real time information will be accessible. At the end of the Conference, booth exhibitors will receive a link to download the captured lead information in Excel format.

Assignment of Exhibit Space

Priority of booth selections will be based on payment receipt date by sponsorship level, based on the following sponsor level order: Platinum Plus, Platinum and Gold. Last year's floor plan (2018 Conference) with exhibit locations indicated (1-33) is included in this Sponsor and Exhibitor Guide. Please note that exact location of exhibit booths for the 2019 Conference will vary dependent on the number of sponsors. An updated schematic will be available mid-February 2019 for exhibitors to make their booth selection, with assignments communicated beginning February 25, 2019.

Move-In / Move-Out Times

Move-in and set-up will be on **Sunday, March 31** from **1:00 – 4:00 pm.** There will be no move-ins permitted on the date of the event, Monday, April 1. On Monday, April 1, registration for Conference participants and booth exhibitors begins at 7:30 am and the Conference starts at 8:15 am. To celebrate our Conference's 10th anniversary, we are planning a special post-Conference networking reception that will be another great opportunity for you to visit with the Conference participants (more information to come).

Parking

On Sunday, March 31, we do not expect a charge to park at NRG Center during booth set-up (1:00 – 4:00 pm). For Monday, April 1, day of the event parking at NRG Center is covered by the participant and exhibitor registration fees (requires printed pass shown to the parking attendant).

Internet Access

Internet access will be available through NRG Center for a nominal fee.

Materials Handling

Sponsors may bring their own materials using hand luggage or a small rolling dolly. If larger items are required or materials need to be shipped to the Conference location, **Freeman** is our official and exclusive provider for drayage material handling services, freight transportation, and other such services. Further information on ordering Freeman's services will be available in early March 2019 once booth assignments have been made.
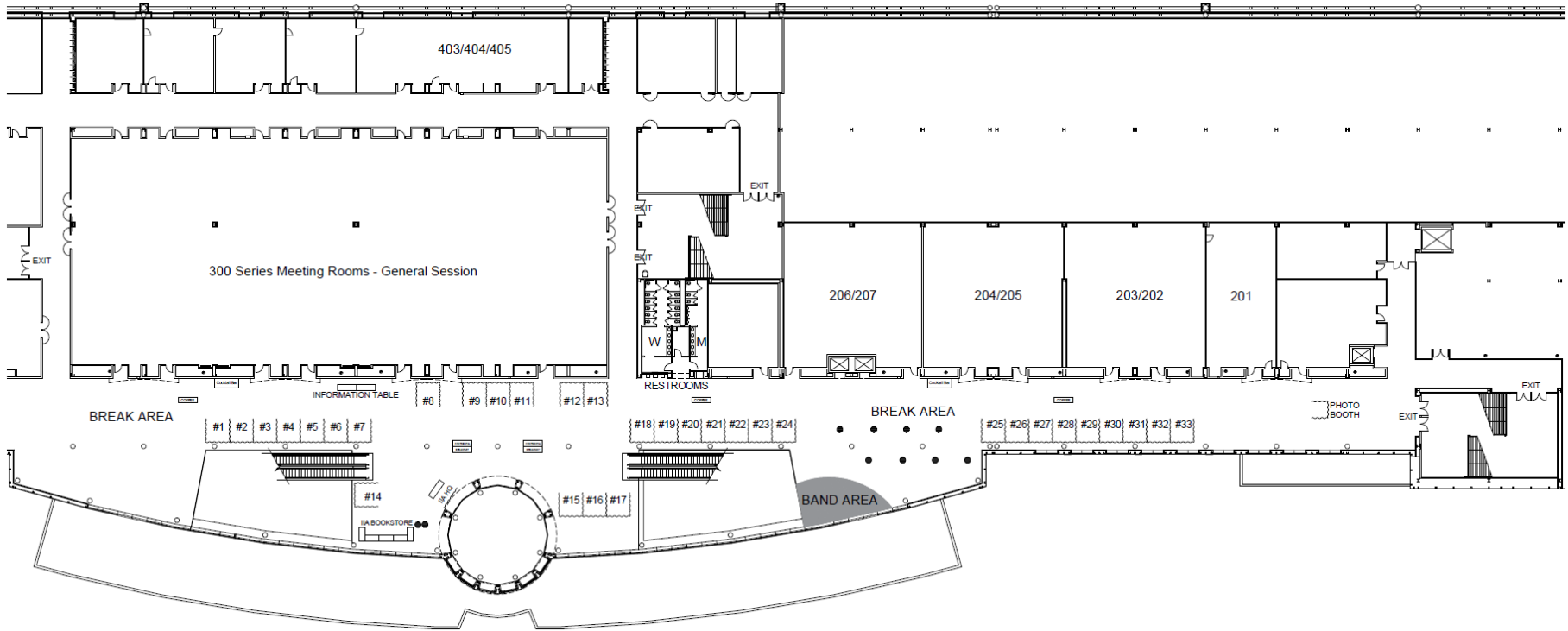
Conference Hotel

A reduced group rate on a block of rooms will be arranged with the Crowne Plaza Hotel, which is about two miles from the NRG Center. Information on how to reserve a group-rate room will be included on the Conference registration website. Each party is responsible for their own room, tax and incidental charges.

For logistics questions, please contact Mark Ross.

SPONSOR AND EXHIBITOR PLANNING CHECKLIST

Commit to be a Conference sponsor • Submit 2019 Conference Sponsor Registration form • Pay sponsor fee* *Note: Booth assignment priority is based on date of payment receipt (by sponsorship level) – payment by credit card is highly recommended*	Beginning November 26
Submit your organization's logo (jpg format) for website and app posting and inclusion in the Conference program	Upon Registration
Conference participant and exhibitor registration opens	By January 7
Deadline to commit and pay to be a sponsor	February 15
Assignment and notification of booth space	Begins February 25
Register complimentary Conference participants using provided promotional discount code	By March 1
Platinum Plus and Platinum Sponsors Only - Provide full page color advertisement for your organization for inclusion in Conference program (will be reduced to 8.5"H x 6"W portrait format). *Please submit to Wilson Van Tine.*	By March 1
Platinum Plus and Platinum Sponsors Only - Submit 100-word description of your service or product for inclusion in Conference program. *Please submit to Wilson Van Tine.*	By March 1
Contact Freeman to arrange for materials handling, freight and other services, if needed.	Early March
Register and pay for booth exhibitors ($55/person, includes parking) using provided registration code.	By March 15
Booth move-in and set-up at NRG Center	March 31 (1:00 - 4:00 pm)
Booth break-down	April 1 (after 6 pm)

403/404/405

EXIT

EXIT

EXIT

300 Series Meeting Rooms - General Session

206/207   204/205   203/202   201

W   M

RESTROOMS

INFORMATION TABLE

#8   #9 #10 #11   #12 #13

BREAK AREA

#1 #2 #3 #4 #5 #6 #7   #18 #19 #20 #21 #22 #23 #24   BREAK AREA   #25 #26 #27 #28 #29 #30 #31 #32 #33

EXIT

PHOTO BOOTH

EXIT

#14   #15 #16 #17

IIA BOOKSTORE

BAND AREA

2018 Conference layout shown above – 2019 Conference layout to be available by early February 2019

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